

Message Text

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FM SECSTATE WASHDC
TO AMCONSUL DHAHRAN
AMEMBASSY TEHRAN
INFO AMEMBASSY ATHENS
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E.O. 11652:N/A

TAGS:BEXP, GR, IR, SA

SUBJECT:POSSIBLE SCHEDULING OF SUITABLE TRADE SHOW
IN DHAHRAN.

REF: DHAHRAN 207, TEHRAN 2501

1. USDOC MOST PLEASED WITH DHAHRAN INITIATIVES IN
DESIRE TO UTILIZE WHITE WORM ON COMPOUND FOR COMMERCIAL
EXHIBITION AND CONCURRS WITH DHAHRAN THAT SOME FORM SPIN-OFF
PROMOTION FROM TEHRAN TRADE CENTER WOULD BE MOST LIKELY
METHOD PUT FACILITY TO TEST. DHAHRAN RECEIVES MONTHLY
COPIES OF CAGNE TRADE PROMOTION EVENT SCHEDULE, WHICH LISTS
ALL TRADE CENTER SHOWS THROUGH FY-78.

2. THERE ARE A NUMBER OF ADMINISTRATIVE AND LOGISTICAL
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PAGE 02 STATE 067903

PROBLEMS ASSOCIATED WITH THIS TYPE AD HOC PROMOTION, ALMOST
ALL OF WHICH CAN BE RESOLVED BY DHAHRAN AND USDOC IN
SPIRIT OF GIVING NEW CONCEPT A TRIAL RUN. DHAHRAN WOULD
HAVE TO BE WILLING TO ACCEPT GREATLY INCREASED WORKLOAD
BEFORE, DURING, AND AFTER EVENT, SINCE NOT POSSIBLE SEND
COMMERCIAL EXHIBITION MANAGEMENT TEAM FOR SPIN-OFF EVENT.
CAGNE WOULD BE ABLE TDY MANAGER FOR PERIOD MONTH PRIOR UNTIL

WEEK AFTER, BUT DHAHRAN WOULD HAVE TO AGREE ACCEPT PRIME RESPONSIBILITY FOR DUTY-FREE RECEIPT AND SUBSEQUENT DISPATCH OF EXHIBIT FREIGHT, SET UP AND KNOCK DOWN OF EXHIBIT SYSTEM, UNPACKING AND REPACKING OF EXHIBIT MATERIALS, AND PROMOTIONAL CAMPAIGN.

3. SINCE DELAYS IN SHIPPING OUT EXHIBIT FREIGHT AFTER TEHRAN SHOWS CURRENTLY AMOUNT TO SEVERAL WEEKS, NOT POSSIBLE USE TEHRAN DISPLAY EQUIPMENT IN DHAHRAN SHOWS. DUPLICATE SHIPMENTS WOULD HAVE TO BE MADE BY EXHIBITORS, AND DHAHRAN WOULD HAVE TO ARRANGE WITH SAUDI CUSTOMS FOR DUTY-FREE ENTRY AND PERHAPS HAVE WHITE WORM DECLARED BONDED WAREHOUSE DURING EVENT, IF APPROPRIATE.

4. AVAILABILITY OF AN EXHIBIT SYSTEM IS A CRUCIAL FACTOR IN TESTING CONCEPT. CAGNE IS USING 25-BOOTH CARLI SYSTEM FOR DAMASCUS FAIR, JULY 25 TO AUGUST 20. THIS SYSTEM MIGHT BE TRUCKED TO DHAHRAN, PROVIDED CONDITION OF EXHIBIT AFTER FAIR MERITS THE EXPENDITURE. SYSTEM PACKS UP IN CONTAINERS, AND IT WOULD BE DHAHRAN RESPONSIBILITY TO STORE SYSTEM AFTER INITIAL USE. CAGNE WILL INVESTIGATE AND ADVISE.

5. CONCEIVABLE TRIAL RUN FOR FACILITY COULD BE BUILDING MATERIALS AND CONSTRUCTION EQUIPMENT SHOW, SCHEDULED FOR TEHRAN TRADE CENTER NOVEMBER 13-17, 1977. THEME IS APPROPRIATE FOR BOTH MARKETS, AND REASONABLE EXPECTATION WOULD BE THAT ALMOST ALL TEHRAN EXHIBITORS WOULD WISH GO ON TO UNCLASSIFIED

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PAGE 03 STATE 067903

DHAHRAN AT CONCLUSION TEHRAN EXHIBITION. DHAHRAN REQUESTED REVIEW SCHEDULE TO PROPOSE ANY OTHER EVENT DEEMED APPROPRIATE.

6. WHAT IS DHAHRAN'S BEST ESTIMATE ASSOCIATED COSTS THREE DAY EXHIBITION, INCLUDING COSTS FOR UTILITIES, MARKET STIMULATION, HOSPITALITY EVENT AND LABOR? IS ANY PROBLEM ENVISAGED IN DRAWING POTENTIAL BUYERS TO EXHIBITION? WOULD ADEQUATE HOTEL SPACE BE AVAILABLE FOR POSSIBLE BUSINESS EXECUTIVE GROUP OF TWENTY-FIVE? DHAHRAN EVENT WOULD PROBABLY HAVE TO BE SCHEDULED BEFORE TEHRAN SHOW IN VIEW THANKSGIVING. DATES MIGHT BE NOVEMBER 7-9. LENGTH OF SHOW WOULD DEPEND ON SIZE OF AUDIENCE DHAHRAN MIGHT LOGICALLY EXPECT.
CHRISTOPHER

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